

It is easy to show that a three-inch advertisement by the year will cost much less per thousand for its circulation than any method of distributing circulars. If a tradesman could get his circulars free he could not get them before the public for twice the price that his advertisement costs him. Circulars have their use, and this is no argument against their value, but a simple comparison showing the extraordinary advantage which the newspaper affords the advertiser.--*Rome Sentinel.*

MARY had a little lamb, its fleece was white as snow; it strayed away one summer day where lambs should never go. Then Mary sat her down and tears streamed from her eyes; she never found the lamb because she did not advertise. And Mary had a brother John, who kept a village store; he sat down and smoked his pipe and watched the open door. And as the people passed along and did not stop to buy, John still sat down and smoked his pipe and blinked his sleepy eye. And so the sheriff closed him out, but still he lingered near, and Mary came to drop with him a sympathetic tear. "How is it sister, can you tell why—the other merchants here, sell all their goods and thrive from year to year?" Remembering now her own bad luck the little maid replies: "These other fellows get there, John, because they advertise."  
—*Exchange.*

A FEW years ago a dealer in petroleum oil decided to sell only oil of a high grade and fire test. On all packages that he sent out he stamped his trade-mark. By liberal advertising he induced consumers to try his oil, and they found that it was safe. There came a time when thousands of families would use no other. Advertising had stamped that trade-mark name on the minds of the people, and they would pay a cent a gallon extra for the assurance of safety which to them that trade-mark conveyed, and this enterprising man is, in consequence, a millionaire.—*Printers' Ink.*